GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

STARRED QUESTION NO:310
ANSWERED ON:16.08.2005
COMMODITY BOARDS
Purandeswari Smt. Daggubati

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether the Boards set up for promotion of various commodities have not succeeded in developing sufficient competitiveness and are facing the global challenges in the export market;

(b) if so, the details thereof and reasons therefor; and

(c) the steps proposed to be taken by the Government to revamp the Boards to enable them to face the export challenges effectively?

Answer

THE MINISTER OF COMMERCE AND INDUSTRY (SHRI KAMAL NATH)

(a) to (c) The activities of the Commodity Boards cover production, productivity enhancement, domestic consumption and export promotion both in a developmental as well as a regulatory framework. In an effort to increase competitiveness, the Boards aim to improve all segments of the industry value chain. The efforts of the Boards include, inter alia, the increasing of production and productivity to reduce the unit cost of production, post harvest processing, R&D, extension, and market development including various export promotion efforts.

Commodity Boards are not export promotion agencies per se. They however promote export oriented activities to improve the competitiveness of their respective commodities by maintaining consistency in quality, creating awareness in target markets, participating in important overseas trade fairs, organizing buyer-seller meets and cupping sessions and by brand promotion. The Boards are reconstituted on a periodic basis and their membership covers the varied range of stakeholders in the concerned industry.